

# Cambridge Mass in Motion

## Mass in Motion 2013 Community Report

### About Cambridge Mass in Motion, a Program of the Cambridge Department of Human Services

Cambridge in Motion, a Mass in Motion initiative, works locally to increase opportunities for Cambridge residents to eat better and move more in the places they live, learn, work, and play. Cambridge is among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

### Priority Initiatives

- Healthy Markets – offering healthier options at neighborhood convenience stores
- Built Environment – designing vibrant, active neighborhoods for bikers and walkers
- School Nutrition – offering healthier foods in schools
- Farmers' Markets – making local produce affordable and accessible
- Parks and Recreation – creating safe and inviting places for play and physical activity

### Accomplishments

- **2 corner stores** were recruited to participate in the Healthy Market initiative.
- **3 farmers' markets** began accepting WIC/SNAP.
- **435 SNAP purchases** in 2013, an increase of **40** from the previous year.
- **1** new winter farmer's market was created.

### Quote

"Cambridge is dynamic and diverse - our work on healthy eating is representative of that." - Josefine Wendel, Mass in Motion Coordinator

Obesity Rate: 12.5-18.2%

### In Your Community (Page 3)

---

### Success Story

Cambridge in Motion continued and solidified our collaboration with the Community Engagement Team (CET). This has allowed us to reach out to underserved segments of the community and engage diverse audiences about healthy eating and physical activity. As a result of this partnership, authentic ethnic recipes (such as Ethiopian Doro Wat and Bangladeshi Biryani) have been added to school menus and we are now working with the CET to explore ways to increase physical activity opportunities that are accessible and culturally appropriate.

## Healthy Eating Highlights

- The official kickoff of the Healthy Market program was celebrated on November 22, 2013, with an event featuring both pilot markets. Cambridge Mayor Henrietta Davis and Cambridge Chief Public Health Officer Claude-Alix Jacob performed a celebratory “apple-cutting” at the Pires Market and then led a casual urban walk to Newtowne Variety a half-mile away.
- Cambridge in Motion created and implemented a water promotion campaign, including placing "Cambridge water wicked good" stickers on fountains in the public schools and city buildings, adding portable water dispensers in two additional school cafeterias that did not have built-in water fountains, and hosting a water taste test at a community outreach event.

## Active Living Highlights

- Cambridge in Motion helped promote the pilot winter operations for Hubway, the region’s bike share program. Users will be able to ride throughout the winter – in Cambridge only – as a trial for potential year-round service. Camb
- The City of Cambridge updated its zoning ordinance to create more bicycle parking.

## A Statewide Movement (Page 4)

---

### Community Partners – Working together in Cambridge

City of Cambridge, Food and Fitness Policy Council, Cambridge Public Schools, Healthy Children Task Force, Cambridge Health Alliance, Mount Auburn Hospital, Harvard University, Massachusetts Institute of Technology, Community Based Organizations, Cambridge Business Community

### Contact Information

Josefine (José) Wendel, MS, RD  
Cambridge Public Health Department  
119 Windsor Street  
Cambridge, MA 02139  
617-665-3800  
jwendel@challiance.org